

It All Starts with You

Birth Centers play a very important role in Raising Readers. You lay the foundation of the program by introducing families to books and reading from the very beginning. Here are some key messages you might consider sharing with families as you give them a newborn tote.



- 1) The child will receive a book at each well child visit from two months through five years. That's 11 additional books!
- 2) Reading aloud to children (even very young babies) promotes language development.
- 3) Reading aloud to children helps prepare them to learn to read.

Here's Why it Makes a Difference

- ◆ 85% of a child's brain develops by age 3. (zerotothree.org)
- ◆ Research shows the development of early literacy skills through early experiences with books and stories is critically linked to a child's success in learning to read.
(*Contacts of Literacy: What Children Learn from Learning to Read Books*)
- ◆ Children who are read to have larger vocabularies and better language skills when they start school. (*Contacts of Literacy: What Children Learn from Learning to Read Books*)
- ◆ Roughly 35% of children enter school without the skills necessary for learning to read. (*Starting Points: Meeting the Needs of our Youngest Children*)



Raising Readers is a collaboration of

MaineHealth[®]
The care you need, the people you trust

EMHS
Access to Quality Healthcare

The program is funded by the Libra Foundation

Reminder: Newborn Survey

Newborn totes include a brochure that introduces families to the program. The brochure contains a postage-paid survey card designed to gather baseline information about reading to young children. Please encourage parents to complete the survey.



Try these ideas that other birth centers have used to increase response.

- Tear the survey card out of the newborn brochure and place it in the tote so that it is more visible.
- Offer to mail the survey for the parent if they complete it while at your facility. It's a postage-paid card that can be dropped directly into the mail.

Help a parent with their own literacy skills. One of the biggest obstacles to reading to children may be the parent's own reading ability. This survey helps us gather information about parents who need help with their own literacy.

Based on survey responses, we have referred 14 parents to Literacy Volunteers of Maine for follow up since the first of the year.

Please Post

Keep everyone at your site up-to-date about Raising Readers. Post this newsletter or circulate among your staff.

Online Reporting & Ordering Quick & Easy

1. **It's easy to access.** The system is part of our website (www.raisingreaders.org) and requires no special software or training. All you need is basic Internet access, a user name and a password. You don't even need e-mail!

2. **It's easy to use.** The online system looks just like the fax forms but it's even better! You don't have to wonder if the fax got through or remember to try sending it again later if you get a busy signal. You can access it any time and you'll get an immediate confirmation that your report and order was received.

3. **It moves orders through the system as quickly as possible.**

Orders that are entered online move directly through the system without waiting for any action by our staff. It also minimizes the possibility of data entry mistakes due to re-keying. The online system streamlines the process and frees up resources throughout the program.



QI Survey Sweatshirt Winners

Congratulations to the Birth Center QI Survey sweatshirt winners:

- ◆ Diane Nickerson of Waldo County General Hospital
- ◆ Cyndi Corey, RNC of Franklin Memorial Hospital - Home Health Connections

Questions? We're Only a Phone Call or an E-mail Away

Western & Southern Maine:

Anne Quirion, Program Coordinator
800-397-3263 x 3 anne@raisingreaders.org

Northern & Eastern Maine:

Kate Bartley, MPA, Program Coordinator
800-397-3263 x 2 kate@raisingreaders.org

Need forms?

www.raisingreaders.org/getforms